



Norfolk Senior Olympics

May 2014
Old Dominion
University



Helping Seniors
Succeed in Life



Sponsorship Opportunities

Maria Barner 757-441-2400 Maria.Barner@Norfolk.gov



Dear Valued Community Partner,

The City of Norfolk will host the *31st Annual Norfolk Senior Olympics* May 12 –15, 2014 on the beautiful campus of Old Dominion University. The Norfolk Senior Olympics is one of the largest local celebrations of its kind, bringing awareness and attention to issues that effect the senior population and joining seniors with valuable resources to assist them with life's everyday needs. Senior Olympians (age 50 and better) participate for medals in more than 30 fitness and sporting events, such as track and field, tennis, softball toss, and swimming. Residents of Hampton Roads, senior citizen organizations, healthcare professionals, and senior-serving businesses unite at this symbolic event to show the world that having an active, productive life while aging is a reality.

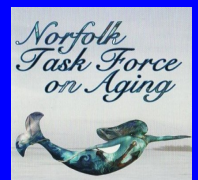
Over 400 seniors compete in nearly 30 events each year. We are excited for the 2014 event at Old Dominion University, as we are opening registration to not only Norfolk seniors, but all seniors living in the Hampton Roads area.

There are several opportunities for your organization to support this year's event and place your goods and services in the hands of Hampton Roads' seniors. Please find the 2014 sponsorship opportunities enclosed. Sponsors who participate as vendors will do so at the vendor fair on Wednesday, May 14th, the same day as highlighted events such as the Opening Ceremony, Parade of Athletes and Track and Field Games, creating maximum exposure for our exhibitors.

Vendor space is limited, ensure your space by registering early. The Norfolk Senior Olympics planning committee is also in need of door prizes for our attendees. If your organization is interested in making a door prize donation, please contact me.

We hope that you can be a part of this year's event and provide resources to *Help Seniors Succeed in Life!* Please feel free to contact me at any time for additional information. Please note that sponsorship confirmation forms must be received no later than **Friday, March 31, 2014**. I look forward to hearing from you soon.

Sincerely,
Maria Barner
Event Co-Chair, Norfolk Senior Olympics



Sponsorship Opportunities



Grand Sponsor \$3,000

- Large, color logo on Norfolk Senior Olympics t-Shirt
- Invitation to walk in the Parade of Athletes with your corporate banner
- Mention in press release
- Exhibitor table and two lunch tickets
- Logo on all Olympic related materials
- Link on event website
- Acknowledgement during opening ceremony with opportunity to give three minute overview of organization
- Company Brochure inserted in registration packages
- Company name and logo listed in program for each participant
- Corporate banner displayed during the Olympics
- Two Norfolk Senior Olympics t-shirts (specify sizes)

Platinum Sponsor \$1,500.00

- Color company logo on Norfolk Senior Olympics t-Shirt
- Invitation to walk in the Parade of Athletes with your corporate banner
- Exhibit table and two lunch tickets
- Company brochure inserted in registration packages
- Company name and logo listed in program for each participant
- Corporate banner displayed during the Olympics
- Two Norfolk Senior Olympics t-shirts (specify sizes)

Gold \$800.00

- Black and white company name/logo on Norfolk Senior Olympics t-Shirt
- Exhibit table and two lunch tickets
- Company name listed on the program for each participant
- Two Norfolk Senior Olympics t-shirts (specify sizes)

Silver \$400.00

- Exhibit table and two lunch tickets
- Company name listed on the program for each participant

Bronze \$200.00

- Exhibit table and two lunch tickets

Sponsorship Confirmation Form



Norfolk Senior Olympics

General Information (Only forms completed in their entirety will be accepted)

Organization/Business: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____

Zip: _____

Telephone: _____ Fax: _____

Email: _____

Will your vendor area require electricity? ☐ Yes ☐ No T-shirt sizes _____
(M-XXL Available)

Sponsorship Level Choice:

☐ Grand Sponsor

☐ Platinum Sponsor

☐ Gold Sponsor

☐ Silver Sponsor

☐ Bronze Sponsor

Mail sponsorship and registration information packet to:

Recreation, Parks & Open Space
Attn: Senior Olympics
501 Boush Street, Norfolk, VA 23510

Please enclose check payable to:

Norfolk Task Force on Aging (Memo: Norfolk Senior Olympics)

If sponsoring at the Gold level or above, please email high resolution logo in .jpeg format to
RPOS@Norfolk.gov no later than **Friday, March 31, 2014.**

Late logos will not be included in event materials.

Maria Barner · 757-441-2400 Maria.Barner@Norfolk.gov